

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-42. (Cancelled)

43. (New) A method for processing a purchase transaction between an account holder and a merchant, the method comprising:

identifying a credit account and a demand deposit account, the credit account and demand deposit account each associated with the account holder;

receiving transaction data associated with a purchase transaction initiated by the account holder with the merchant using the credit account, the purchase transaction having a transaction amount;

providing authorization data for the purchase transaction;

transferring at least a portion of the transaction amount from a financial institution associated with the credit account to pay the merchant;

using one or more computer processors, requesting from a financial institution associated with the demand deposit account an automated clearing house transfer of the transaction amount from the financial institution associated with the demand deposit account to the financial institution associated with the credit account, the request made via an automated clearing house network; and

receiving the automated clearing house transfer via the automated clearing house network.

44. (New) The method of claim 43, wherein the demand deposit account is a checking account, savings account, or money market account.

45. (New) The method of claim 43, wherein identifying the credit account and demand deposit account comprises receiving account information from the account holder.

46. (New) The method of claim 43, wherein the account holder uses a transaction card to initiate the purchase transaction, the transaction card associated with the credit account and the demand deposit account.

47. (New) The method of claim 43, wherein the transaction data is received via a proprietary network.

48. (New) The method of claim 47, wherein the proprietary network is a proprietary credit network associated with one of VISA®, MasterCard®, Plus, Novus, Diner's Club®, and American Express®.

49. (New) The method of claim 43, wherein providing authorization data for the purchase transaction comprises determining whether the purchase transaction can be completed using the credit account.

50. (New) The method of claim 49, wherein providing authorization data for the purchase transaction further comprises:

providing overdraft protection if the purchase transaction cannot be completed using the credit account; and

authorizing the purchase transaction.

51. (New) The method of claim 43, wherein the automated clearing house transfer is requested on a predetermined day or time.

52. (New) The method of claim 43, wherein the automated clearing house transfer is requested on a scheduled basis.

53. (New) The method of claim 43, wherein the automated clearing house transfer is

received on a predetermined day or time.

54. (New) The method of claim 43, wherein the automated clearing house transfer is received on a scheduled basis.

55. (New) The method of claim 43, wherein a credit card interchange rate is imposed on the purchase transaction, the credit card interchange rate being a percentage of the transaction amount.

56. (New) The method of claim 55, wherein a reward is provided to the account holder once the purchase transaction is completed.

57. (New) The method of claim 43, wherein the automated clearing house transfer is received prior to transferring at least a portion of the transaction amount from the financial institution associated with the credit account to pay the merchant.

58. (New) A system for processing a purchase transaction between an account holder and a merchant, the system comprising one or more computer processors collectively programmed to:

identify a credit account and a demand deposit account, the credit account and demand deposit account each associated with the account holder;

receive transaction data associated with a purchase transaction initiated by the account holder with the merchant using the credit account, the purchase transaction having a transaction amount;

provide authorization data for the purchase transaction;

transfer at least a portion of the transaction amount from a financial institution associated with the credit account to pay the merchant;

request from a financial institution associated with the demand deposit account an

automated clearing house transfer of the transaction amount from the financial institution associated with the demand deposit account to the financial institution associated with the credit account, the request made via an automated clearing house network; and  
receiving the automated clearing house transfer via the automated clearing house network.

59. (New) A computer-accessible medium encoded with computer program code effective to perform the following:

identify a credit account and a demand deposit account, the credit account and demand deposit account each associated with the account holder;

receive transaction data associated with a purchase transaction initiated by the account holder with the merchant using the credit account, the purchase transaction having a transaction amount;

provide authorization data for the purchase transaction;

transfer at least a portion of the transaction amount from a financial institution associated with the credit account to pay the merchant;

request from a financial institution associated with the demand deposit account an automated clearing house transfer of the transaction amount from the financial institution associated with the demand deposit account to the financial institution associated with the credit account, the request made via an automated clearing house network; and

receiving the automated clearing house transfer via the automated clearing house network.

60. (New) A method for processing a purchase transaction between an account holder and a merchant, the method comprising:

identifying a demand deposit account associated with the account holder;

receiving via an automated clearing house network a request for an automated clearing house transfer of a transaction amount from a financial institution associated with the demand deposit account to a financial institution associated with a credit account, the credit account also being associated with the account holder, wherein:

the request is received from the financial institution associated with the credit account,

the transaction amount corresponds to a purchase transaction initiated by the account holder with the merchant using the credit account, and

at least a portion of the transaction amount is paid to the merchant in a separate transfer; and

using one or more computer processors, initiating the automated clearing house transfer via the automated clearing house network.

61. (New) The method of claim 60, wherein the demand deposit account is a checking account, savings account, or money market account.

62. (New) The method of claim 60, wherein the account holder uses a transaction card to initiate the purchase transaction, the transaction card associated with the credit account and the demand deposit account.

63. (New) The method of claim 60, wherein the automated clearing house transfer is received on a predetermined day or time.

64. (New) The method of claim 60, wherein the automated clearing house transfer is received on a scheduled basis.

65. (New) The method of claim 60, wherein the automated clearing house transfer is

initiated on a predetermined day or time.

66. (New) The method of claim 60, wherein the automated clearing house transfer is initiated on a scheduled basis.

67. (New) The method of claim 60, wherein a credit card interchange rate is imposed on the purchase transaction, the credit card interchange rate being a percentage of the transaction amount.

68. (New) A system for processing a purchase transaction between an account holder and a merchant, the system comprising one or more computer processors collectively programmed to:

identify a demand deposit account associated with the account holder;

receive via an automated clearing house network a request for an automated clearing house transfer of a transaction amount from a financial institution associated with the demand deposit account to a financial institution associated with a credit account, the credit account also being associated with the account holder, wherein:

the request is received from the financial institution associated with the credit account,

the transaction amount corresponds to a purchase transaction initiated by the account holder with the merchant using the credit account, and

at least a portion of the transaction amount is paid to the merchant in a separate transfer; and

initiate the automated clearing house transfer via the automated clearing house network.

69. (New) A computer-accessible medium encoded with computer program code effective to perform the following:

identify a demand deposit account associated with an account holder;

receive via an automated clearing house network a request for an automated clearing house transfer of a transaction amount from a financial institution associated with the demand deposit account to a financial institution associated with a credit account, the credit account also being associated with the account holder, wherein:

the request is received from the financial institution associated with the credit account,

the transaction amount corresponds to a purchase transaction initiated by the account holder with the merchant using the credit account, and

at least a portion of the transaction amount is paid to the merchant in a separate transfer; and

initiate the automated clearing house transfer via the automated clearing house network.